

ORDER



Orders
Order / Rev: 52243
Alt Order #: 9804210 /Brad
Product Desc: P-USA Action
Estimate: 1522
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	4	\$795.00	\$675.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	4	\$795.00	\$675.75	0.00
Totals	4	\$795.00	\$675.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WLYH CW15	3%	\$795.00
Market	100%	\$26,500.00

Competitive Share	Share	Total
EHP	1%	\$265.00
UNKWN	0%	\$0.00
WGAL	36%	\$9,540.00
WHP	20%	\$5,300.00
WHTM	33%	\$8,745.00
WPMT	7%	\$1,855.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	08/29/12	09/03/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	M-WTF--			3			\$225.00		0.00			
N 2	WLYH	08/29/12	09/03/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M-WTF--	:30	1	\$120.00	P-1	0.00	NM	1	\$120.00
													Totals	4	\$795.00